

Message Text

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PAGE 01 VIENNA 01415 191105Z

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SUBJECT: PROCUREMENT FOR USDOC EXHIBIT AT 1976 BRNO FAIR

BEWT FOR THOMPSON

PRAGUE FOR FARRAND

REF: STATE 022259

1. WE CONSIDER THAT A GENERAL EXHIBIT ALONG THE LINES OF USATECH POZNAM (I.E. TYPE II USDOC EXHIBIT) AT THE 1976 BRNO FAIR WOULD NOT BE COST-EFFECTIVE AS A TRADE PROMOTION VEHICLE. THIS TYPE OF PROMOTION IS DESIGNED PRIMARILY TO PROVIDE ASSISTANCE AND NATIONAL PRESENCE TO U.S. FIRMS ALREADY DOING BUSINESS IN THE HOST COUNTRY AND DOES NOT INCLUDE A PRACTICAL METHOD TO OBTAIN NEW-TO-MARKET FIRMS OR PROMOTE ADDITIONAL EXPORTS. AS MENTIONED REFTTEL, A GENERAL TYPE II EXHIBIT WOULD BE LESS EXPENSIVE AND EASIER TO MOUNT THAN A PLANNED EXHIBIT, BUT THIS IS SO BECUASE IT PROVIDES ADDITIONAL SUPPORT TO AMERICAN FIRMS OR THEIR SUBSIDIARIES ALREADY WELL ESTABLISHED IN CZECHOSLOVAKIA WHICH MUST PARTICIPATE IN BRNO FAIR AS A MATTER OF BUSINESS PRACTICE. AS SUCH IS SHOULD PROVE AS WELCOME TO THEM AS HAS USATECH POZNAN TO U.S. FIRMS OPERATING IN POLAND. WE DO NOT CONSIDER THIS TYPE EXHIBIT APPROPRIATE FOR NEW-TO-MARKET FIRMS OR U.S. EXPORT DEVELOPMENT IN CZECHOSLOVAKIA.

2. IN ADDITION, TYPE II FAIRS LIKE USATECH POZNAN, ONCE DONE, TEND TO BECOME EXPECTED BY BOTH HOST COUNTRY AND PARTICIPANTS
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PAGE 02 VIENNA 01415 191105Z

AS FINANCIAL ASSISTANCE AND ARE DIFFICULT IF NOT IMPOSSIBLE TO

WITHDRAW FROM EVEN AFTER ANY ADVANTAGE TO U.S. EXPORT PROMOTION PROGRAM HAS LONG PASSED.

3. PROPOSAL IN REFTTEL APPEARS FAESIBLE, HOWEVER, BECAUSE PARTICIPATION BY AMERICAN FIRMS AT BRNO FAIR IN LAST 2 YEARS HAS BEEN SUBSTANTIAL. ESTIMATED 65 TO 100 AMERICAN FIRMS (DEPENDING ON DEFINITION OF AMERICAN FIRM) WERE REPRESENTED AT BRNO FALL FAIR IN 1973 AND 1974 (SEE BRNO FAIR CATALOGUES). MANY OF THESE FIRMS PROBABLY WOULD FIND PARTICIPATION IN A USDOC SPONSORED EXHIBIT TO BE CONVENIENT AND LESS EXPENSIVE THAN PAYING FULL COST REQUIRED FOR DIRECT PARTICIPATION. IF SCHEDULED, WE RECOMMEND STARTING SMALL (ABOUT 25 PARTICIPANTS) AND BUILD UP SLOWLY IF FIRST YEAR IS SUCCESS.

4. NON-THEME ORIENTED EXHIBIT IS NOT APPROPRIATE FOR NEW-TO-MARKET FIRMS BECAUSE SUCH FIRMS NEED TYPE OF INTENSIVE TRADE PROMOTION ASSISTANCE NOT AVAILABLE IN TYPE II SHOWS. NTM FIRMS BENEFIT FROM PARTICIPATION IN CAREFULLY CHOSEN TRADE EVENT BUILT AROUND COHERENT THEME AND SUPPORTED BY INTENSIVE MARKET RESEARCH, PLANNED PROMOTION, ETC. WHICH DOES NOT FIT TYPE II FORMAT.

5. OF COURSE, TYPE II EXHIBITS CAN BE ADVANTAGEOUS TO USG IF POLICY CONSIDERATIONS MAKE OFFICIAL AMERICAN PRESENCE AT TRADE EVENT DESIRABLE, AND, IF SCHEDULED, EWTC BELIEVES THAT PROCUREMENT OF A USDOC TYPE II EXHIBIT AT BRNO FAIR SHOULD FOLLOW POZAN PATTERN WITH RESPONSIBILITY BEING ASSIGNED TO EMB PRAGUE FOR SAME PRAGMATIC REASONS POZNAN RECRUITMENT IS DONE BY EMB WARSAW. AMERICAN FIRMS WHICH WOULD BE RECRUITED FOR THIS EXHIBIT WOULD BE THOSE ALREADY ACTIVE IN CZECHOSLOVAKIA, CALL REGULARLY AT EMB PRAGUE FOR ASSISTANCE IN DEALING WITH CZECH MINISTRIES AND FTO'S. THEY WOULD NORMALLY LOOK TO EMB PRAGUE FOR SERVICE AND WOULD EXPECT AUTHORITY AND INVITATION TO PARTICIPATE AT BRNO TO COME FROM EMB PRAGUE. EWTC NOT PRIMARY USDOC SERVICE UNIT FOR AMERICAN FIRMS WHICH HAVE REACHED THIS POINT.

6. IF DECIDED TO TRY TO PROCURE NTM FIRMS FOR AN UNFOCUSSED U.S. EXHIBIT AT BRNO FAIR BEWT WOULD BE MOST APPROPRIATE ACTION POINT FOR THIS RECRUITMENT BECAUSE NTM FIRMS NORMALLY ARE LOCATED AND MAKE PROMOTION DECISIONS IN U.S. RATHER THAN EUROPE.

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PAGE 03 VIENNA 01415 191105Z

7. EWTC CAN PERFORM AUXILIARY FUNCTION IN RECRUITMENT BY BOTH EMB PRAGUE AND BEWT FOLLOWING UP INDIVIDUAL FIRMS ALREADY APPROACHED AND CONSIDERING PARTICIPATION. THIS IS ROLE SUCCESSFULLY PERFORMED BY EWTC IN SUPPORTING PROCUREMENT OF U.S. EXHIBIT AT 1974 PLOVIDV FAIR AND 1974/1975 POZNAN FAIRS. HUMES

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